

FIG. 1

PROGRAM DATABASE - 200

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DATE/TIME	CHANNEL	TITLE	GENRE	...	ACTOR
240 11/18/99 -- 8:00 P.M.	245 CH 1	250 LUCY	255 COMEDY		270 CLINT DENIRO
210 11/18/99 -- 8:30 P.M.	CH 1	AL'S FAMILY	SITCOM		JENNIFER COX
...					
220 11/18/99 -- 9:00 P.M.	CH 3	YOUR HOUSE	DRAMA		LUCY VANCE

FIG. 2

# EXPLICIT VIEWER PROFILE 300

	FEATURE	NUMERICAL (OR SYMBOLIC) REPRESENTATION
	<u>340</u>	<u>350</u>
305	CHANNEL 2	3
306	CHANNEL 4	4
307	CHANNEL 7	3
308	....	
309	SPORTS CHANNEL	7
....	MUSIC CHANNEL	2
	....	
310	MORNING PROGRAMS	1
311	EARLY AFTERNOON PROGRAMS	3
312	LATE AFTERNOON PROGRAMS	7
313	EVENING PROGRAMS	5
	...	

**FIG. 3A**

VIEWING HISTORY 360

	TIME	TV RATING	SEX RATING	VIOLENCE RATING	LANG. RATING	STATION	TITLE	GENRE 1	...	GENRE	...	CLASS
	370	371	372	373	374	375	376	377		378		379
361	1930	TVPG	N	N	N	WPAX	SNFLD	COMEDY		SITUATION		POS
362	2000	TVG	N	N	N	WPAX	6 <sup>TH</sup> HEAV.	DRAMA		FAMILY		POS
363	1900	TVPG	N	N	N	WPAX	FRIENDLY	COMEDY		SITUATION		POS
364	2200	?	N	N	N	MAX	STEALTH	ACTION		?		POS
365	2200	TVPG	N	N	N	FIM	EDITION	ADVENTURE		ACTION		POS
	...											
366	0530	?	N	N	N	ASPN	RACEHORSE	NON-EVENT		?		NEG
367	1400	?	N	N	N	TCL	FORENSIC	?		?		NEG
368	0930	?	N	N	N	TVL	HITCHCOCK	SUSPENSE		CLASSIC		NEG
369	0730	TVPG	N	N	N	WPAX	PLANET WAR	CHILDREM		ANIMATED		NEG

FIG. 3B

VIEWER PROFILE 300'

	RULE IDENTIFIER	CONDITIONS	RECOMMENDATION
381	RULE 1 390	391 TIME > 1830 & TIME <= 1930 & TV_RATING = TVPG & STATION = WPIX	392 POS [98.5%]
382	RULE 2	TIME = 2200 & TV_RATING = TVPG & (GENRE1   GENRE2) = ACTION	POS [96.5%]
383	RULE 3	GENRE1 = DRAMA	NEUTRAL
...			
384	RULE N	DEFAULT	NEG [100.0%]

FIG. 3C

400

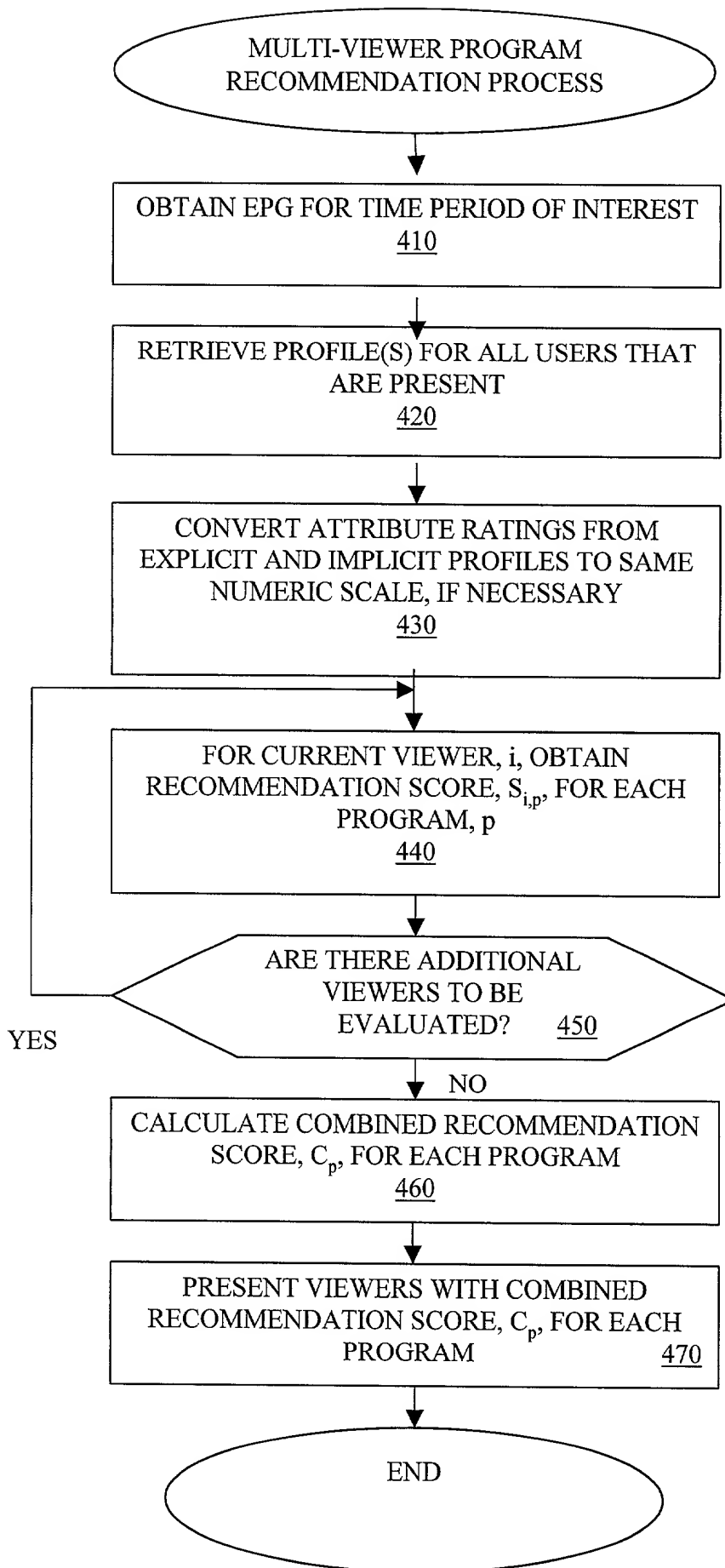


FIG. 4